

BUSINESS DAILY

Kenyan Coffee Ranked Best in U.S. Market
October 6, 2010

Kenya's coffee has acquired the top rating in the U.S., according to *Consumer Reports Magazine*. The taste of Kenyan and Sumatran coffees has outperformed all other samples available in the U.S. market, said the magazine.

"After sipping from more than 400 cups of coffee made from whole beans...our expert tasters found one "excellent" and two "very good" Kenyan brews," it said.

Consumer Reports Magazine publishes product and services reviews based on consumer reports and results from its in-house testing laboratory, and is used by millions of U.S. shoppers as a buying guide.

Experts said the positive rating will boost the Kenyan coffee industry's ongoing branding efforts in America and will ultimately raise demand for Kenya's coffee in the U.S.

"Consumers now appreciate Kenyan coffee and they are likely to get more specific on [the] origin of what they ask for when they visit retail outlets as blenders also raise the proportion of Kenyan coffee in their products," said Bridget Carrington, managing director of C. Dorman, one of Kenya's leading coffee roasters and exporters.

Last year, the Coffee Board of Kenya stepped up the branding of the country's coffee in a move aimed at placing Kenya in the league of countries such as Costa Rica, Mexico and Columbia that tout single-origin coffee brands.

The board's managing director, Louise Njeru, said the industry was pursuing branding as a value addition and promotion strategy.

"Kenyan coffee has high intrinsic value as a single origin for high-end users and branding will give us an opportunity to penetrate various niche markets," she said in an earlier interview.

Branding, she said, also gives the country an opportunity to forge partnership ventures with overseas roasters and supermarket chains, increasing market access.

To read the original article, please [click here](#).

For more information, please contact Anjali Reddy at (202) 777-3508 or areddy@clsdc.com.

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Did You Know ...

Kenya's Port of Mombasa has been a cultural melting pot since the first century AD.

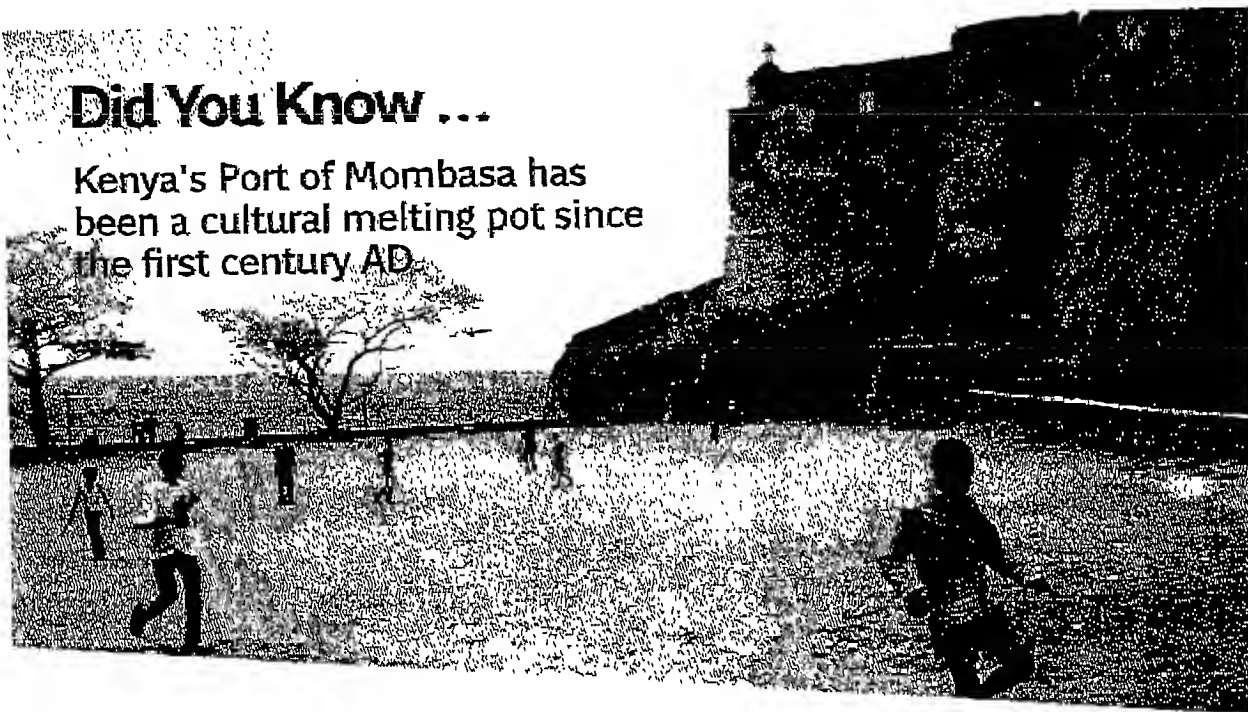


Photo by Thushan Anarajawarden, LongJant.com

50 FACTS ON KENYA

To learn more about Kenya visit www.kenya.info.

- ▶ The Kenyan city of Mombasa was established as a trading post in the first century and is now the second largest city in Kenya.
- ▶ The city is a melting pot of Portuguese, Arab, Indian, British, and local African cultures.
- ▶ To honor the city's rich heritage, people from around the globe flock to Mombasa each November to celebrate the Mombasa Carnival. Traditions representing many of the cultures in Mombasa are portrayed through dance, music, and vibrant floats.

Source: World Port Source
www.worldportsource.com/Port_of_Mombasa_1365.php

Source: Kenya Tourist Board
www.tourism.go.ke/default.nsf/doc21/pendocument

No 32

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The CHRISTIAN SCIENCE MONITOR

Kenya constitution referendum puts confidence into Nairobi stock market
August 5, 2010

Kenya's economy has already begun to profit from the new constitution as investors anticipate renewed activity and growth in the economic sector following the resounding "yes" vote coming out of yesterday's constitutional referendum.

The Nairobi Stock Exchange rallied with a 280-point jump over the past five days as investors saw the constitution pass peacefully, dramatically lowering the risk of investing in Kenya's stock market many remembered from the violent aftermath of the 2007 elections.

The new constitution decreases the power of the president, extends more influence to the citizens of Kenya through devolution, and gives investors more confidence in a stable political environment.

U.S. Vice President Joe Biden predicted in June that passage of the constitution will draw record foreign investment, saying it would likely "bring about reinvestment by American corporations and international organizations in Kenya that can provide millions of dollars in assistance and grants."

In 2010, Kenya has seen a powerful rebound from the economic tailspin experienced after 2007. The Nairobi All Share index is up more than 40 percent so far this year and is the best performing stock market in Africa.

The value of Kenya's currency, the shilling, has also risen to 79.7 to the dollar, the highest level in three months. Analysts expect further gains in the Nairobi Stock Exchange through the end of the year, with some predicting a further increase of 25 percent.

To read the original article, please [click here](#).

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The CHRISTIAN SCIENCE
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Kenya votes "Yes" to new constitution

Reuters

August 5, 2010

Following a historical referendum that could reshape the political landscape of east Africa's largest economy, preliminary results indicate Kenyans overwhelmingly cast their ballots in favor of the proposed constitution in yesterday's peaceful voting.

Provisional results released by the electoral authority from more than half of the polling stations show 69 percent of Kenyans supported the draft constitution.

Higher Education Minister William Ruto, head of the "No" camp, conceded defeat last night, saying "Kenyans have spoken and we respect the decision. All Kenyans are winners."

The "Yes" camp claimed victory this morning, as Energy Minister Kiraitu Murungi declared Kenyans had spoken with a "thunderous voice" and that "Kenya has been truly reborn."

The new constitution allows for greater checks on presidential powers, more devolution to county administrations, and an increase in civil liberties. Kenya's new legal framework addresses the corruption, political patronage, land-grabbing and tribalism that have plagued the nation since it won independence from Britain in 1963.

Moreover, the peaceful referendum could do wonders in boosting Kenya's economy.

"Confidence was a key requirement for economic turnaround, and the peaceful passage of the vote should do a lot to underscore that," said Razia Khan, an Africa economist at the London-based Standard Chartered Bank.

To read the original article, please [click here](#).

Kenya constitution vote could pave way to stability

Christian Science Monitor

August 5, 2010

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The passage of the new Kenyan constitution could pave the way for a more politically stable Kenya.

Garnering 69 percent of the vote, the new constitution, written in 2009, was backed both by Kenya's sitting President Mwai Kibaki and by current Prime Minister Raila Odinga.

Under the current Constitution, the president has wide powers similar to those given British colonial administrators, including the naming of judges and the deployment of security forces. The new constitution curtails those powers dramatically, and advocates say that a new system of checks and balances will prevent Kenyan electoral politics from becoming a violent winner-takes-all process.

"People are calling this the Second Republic, the first one being the transfer of power from colonialism to independence," says Mwalimu Mati, director of the Mars Group Kenya, a nonprofit think tank that monitors government corruption and democratic rights.

Similarly, Maurice Odhiambo, a Nairobi business owner, sees the victory of the pro-constitution campaign as the "birth of a new Kenya."

"The Kenyan people have shown that they can overcome differences and vote for something no matter if they are from the north, the west, the east or the south of this country," says Odhiambo, reading a copy of the East African Standard newspaper, whose front-page headline reads "Yes It Is."

"Now we have to look to our leaders in the Parliament, to the State House, to bring us what we expect from this new constitution."

To read the original article, please [click here](#).

President Obama and Secretary of State Clinton congratulate Kenya on 'peaceful, transparent' vote

AFP

August 5, 2010

US President Barack Obama congratulated Kenya today on its successful constitutional referendum vote as a "significant step forward."

"The United States congratulates the Kenyan people and government on the holding of a peaceful, transparent, and credible constitutional referendum," Obama said in a statement.

"This was a significant step forward for Kenya's democracy, and the peaceful nature of the election was a testament to the character of the Kenyan people."

The president said the new constitution's approval, by 69 percent, showed the desire of Kenyans to "put their country on a path toward improved governance, greater stability, and increased prosperity."

He pledged the United States would work with the international community "to support the implementation process, and to stand with the Kenyan people as they reach for a better future."